

# VIRGINIA MAIN STREET SUMMER TOOLKIT:

## CULTIVATING AN ENTREPRENEURIAL DOWNTOWN

July 22 and 23

Franklin Baptist Church  
208 North High Street  
City of Franklin, Virginia

[Register Today >> URL](#)



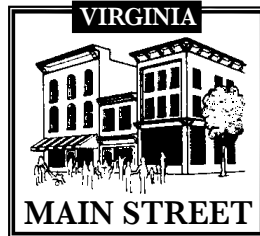
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WOULDN'T YOU LIKE  
TO HAVE A DOWNTOWN  
FULL OF ENERGETIC AND  
FORWARD THINKING

**BUSINESSES?** In today's fast changing economy, success belongs to those nimble risk takers who understand that their job is to fill consumer demand; The Entrepreneurs.

*Cultivating an Entrepreneurial Downtown* is designed to help communities focus the Main Street Four Point Approach® to entrepreneur and local business expansion for a thriving, home-grown, downtown marketplace. To build on the momentum of the program, at the end of day two the DHCD Project Management Office will host a *Southern Virginia Downtown Interchange* to bring together the region's fruitful minds and enterprising resources.

Join the Virginia Main Street network of downtown revitalization professionals and volunteers for these fast-paced, interactive events featuring the latest in successful business development strategies and town-raising entertainment in the heart of Franklin.

Virginia Main Street Summer Toolkits are advanced and targeted training sessions designed to get beyond the basics and provide anyone working to better their community with outcome-oriented revitalization knowledge. Toolkits provide a balanced mix of expert presentations; panel discussions and group work sessions to ensure that every attendee goes home with fresh ideas and a plan for what's next.

# HOSTED BY VIRGINIA MAIN STREET AND THE DOWNTOWN FRANKLIN ASSOCIATION

## Preliminary Agenda

*Wednesday, July 21*

7 p.m. Welcome reception at Fred's  
Restaurant, 107 South Main Street

*Day One, Thursday, July 22*

8 a.m. Attendee arrival

8:30 Welcome and overview

9 Downtown business recruitment and retention  
*Eddie Bumbaugh, Harrisonburg Downtown Renaissance*

**9:50 Break**

9:55 Thinking and acting more like a developer  
*Todd Barman, National Trust Main Street Center*

11:05 Break

11:15 The power of downtown entrepreneurship  
*Chuck D'Aprix, The Downtown Entrepreneurship Project*

**12:35 p.m. Lunch on site**

1:30 Cultivating a downtown marketplace: Long term economic restructuring programs panel  
*Julie Markowitz, Staunton Downtown Development Association*  
*Jo Kelley, Altavista On Track*  
*TBA, Culpeper Renaissance, Inc.*

**2:30 Break**

2:40 Visualizing a downtown marketplace: How to make your Main Street 3D using Google Earth and Sketch-up  
*Andrew B. More, Glave & Holmes*

**3:40 Break**

3:45 Introduce day two's downtown entrepreneur open topic conversation  
*Doug Jackson, Virginia Main Street*

4:00 Hatching new businesses at the Franklin Business Incubator  
*Nancy Parrish, Franklin Southampton Economic Development, Inc.*

4:30 Tour Franklin Business Incubator or shop downtown

6:00 Dinner and *We Be Jammin'* concert at Barrett's Landing

*Day Two, Friday, July 23:*

7:30 a.m. Full breakfast

8:30 Downtown entrepreneur open topic conversation  
*Doug Jackson, Virginia Main Street*

9 A field guide to the downtown entrepreneur

**10 Break**

10:15 Small group discussion #1

11:00 The big switcheroo

11:10 Small group discussion #2

12:05 p.m. Wrap up

12:30 Adjourn - lunch in town

12:45 Southern Virginia Downtown Interchange

4:00 Adjourn and shop downtown

Detailed agenda >> [URL](#) [Coming Soon]

Speaker biographies >> [URL](#)

## Accommodation Information

*A block of rooms are reserved at several inns and local bed and breakfasts:*

- ❑ Comfort Inn, \$59 - \$68/night, 1620 Armory Drive, (757) 569-0018
- ❑ Super Eight Motel, \$58 - \$62/night, 1599 Armory Drive, (757) 562-2888
- ❑ Pace House B&B, \$85/night, 800 W. 2<sup>nd</sup> Avenue, (757) 516-6263
- ❑ Wyndie Crest B&B, \$130 - \$250, 1034 Clay Street, (757) 304-9051

In order to take advantage of these special group rates, make your reservations by July 16 and mention group code "Main Street" when booking. Room options range from a double room to a mini suite. Guests must ask for the rate at the time of booking.

An opening reception at Fred's Restaurant is scheduled for Wednesday, July 21 at 7 p.m., so consider staying in Franklin the night before the training.

## Registration Fee and Deadline

<i>Thursday, July 22 Day One Includes</i>		<i>Friday, July 23 Day Two Includes</i>
<ul style="list-style-type: none"><li>• Morning and afternoon refreshments</li><li>• Toolkit training sessions</li><li>• Lunch buffet</li><li>• Tour of the incubator</li></ul>	<ul style="list-style-type: none"><li>• We Be <i>Jammin'</i> Concert Series</li><li>• VIP tent at Barrett's Landing</li><li>• BBQ and all the fixins</li><li>• Evening refreshments</li></ul>	<ul style="list-style-type: none"><li>• Full breakfast</li><li>• Morning refreshments</li><li>• A half-day of Toolkit training sessions</li></ul>

### ***Welcome Reception, July 21, 7 p.m.***

Fred's Restaurant, 107 South Main Street      FREE

### ***Full Registration***

Both Days      \$55

### ***Single-Day Registration***

Day One Only      \$40

Day Two Only      \$25

### ***Southern Virginia Downtown Interchange***      \$12.50

A DHCD Project Management Office facilitated meeting and working lunch for southern Virginia communities.

The registration fees include all training materials and meals as indicated. You will receive a registration confirmation by e-mail with an agenda, directions and parking instructions prior to the training.

### ***For more information contact***

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[www.dhcd.virginia.gov/mainstreet](http://www.dhcd.virginia.gov/mainstreet)

**\*\*Deadline for registration is July 16, 2010.**